

KAWO Executive Committee Minutes of February 19, 2020

Present: Alysia Babcock, Jessie Davis, Ann Fraser, Ilse Gebhard, Mike Klug, Noel Ocen-Gorgone, Paul Olexia, Kim Patrie, Margo Rebar, David Riggs, Neil Sikora, and Dave Wendling.

1) Neil called the meeting to order at 6:03.

2) We approved the minutes of January, 2020.

3) We approved the Treasurer's report. The current balance is \$12,382.59. There were four membership renewals, and one new member. Membership is 150.

4) Committee Reports

a) Monarch. Mike is working on bracelets and various items for kids for the March 21 Barry County Science Festival. There will be a seed starting workshop at K College on March 22. Mike reports that the Kalamazoo Bee Club is showing more interest in natives, and there may be an opportunity for us there.

b) PPO. See discussion below

c) Programs. No update.

d) Community Projects. No update.

e) Hospitality. No report.

f) Plant Sale. Dave reports the committee had their first meeting, preparing for the May 16 sale, and the transfer of responsibility from Dave. This year we have not yet been able to locate ferns, which were popular last year.

We approved of Alysia's request to sponsor with a table at the plant sale. This will be for her own business.

g) Site Visits will start sign up in March or April.

h) Sharon send a note about the Kalamazoo Environmental Council's new web site links to other groups.

i) Other Items.

Noel will respond to the inquiry from Kaitlyn Martin of the Kalamazoo Poetry Festival. They

asked for help to explore ways to have milk weed seeds and instructions to distribute at Earth Day.

We decided to sponsor the "Over the Creek and Through the Woods" trail run event at PCC on Oct 17 at \$100 level.

We agree to partner with the PCC Climate Change Crisis Labor Day weekend workshop. There is no financial obligation, just the understanding that we will tell our audience about the event.

We agreed to display a screen during the social time at the general meeting of upcoming events. Kim will extract information from Seedlings and Dave will put Kim's slide onto his computer to show while we are gathering and after the talk.

Noel would like to make an announcement at the meeting about volunteer opportunities.

5) Old Business

a) PPO Committee restructuring. See attachment for the full text of Noel's proposal. We agreed to accept the proposal. We will need to work on the two remaining committees in addition to Noel's work on Outreach. In the meantime, Margo will continue with what she has been doing with Membership, and look for others to help. The de facto Publications group includes Kim, Jennifer, who is adding some web work to her continuing Facebook tasks, and Ann, who is helping with the old web page.

b) Volunteer Committee. We accepted Kim's proposal. It is step forward towards strengthening our volunteer relationships. We understand that the details of the role of the committee remain to be developed.

c) Kim reported continuing problems with Mailchimp. She received approval to upgrade to the \$20 per month service level to receive the customer support that she requires. This amount is already in the budget for computer services.

6) New Business (not included above)

a) Dave proposed that we solicit peoples suggestions for plants to be available at the plant sale.

>>> Next Meeting: Wednesday March 18, 2020; 6 PM

Submitted by David Riggs, Secretary

===== Attachment 1: Proposed restructuring of the PPO committee.

Recent changes in Executive Committee personnel, coupled with the evolution of social media, have resulted in the following suggested changes to the PPO committee structure. PPO, as a committee, will be disbanded. Some PPO responsibilities will be reassigned to other committees, and a new committee will be formed which will either continue or expand the remaining PPO responsibilities. The restructured committees will include the following:

1. Publications Committee: This new committee's functions will include the publication and review of Seedlings; the design and maintenance of the KAWO Facebook page, the KAWO Web Page, fliers, Bookmarks, membership brochure, and any other written communication pieces that become necessary. To insure uniformity in KAWO's written communications, the responsibility for all of these publications should reside with one committee. That goal can be accomplished by removing all publication functions from PPO, and consolidating those activities under a separate Publications Committee.

2. Membership Committee: The Membership Committee functions include recruiting new members, maintaining membership rolls, and assembling and distributing new-member packets. It is anticipated that the Membership Committee will be responsible for all membership-related activities.

3. Outreach and Education Committee: The functions of this newly-created committee will include continuation of the PPO outreach activities, and expansion of the educational component. The responsibilities will be as follows.

a. Tabling at various events to communicate KAWO's vision to the general public.

b. Develop Educational programs, often in conjunction with the Monarch Committee, that would interest and educate a public becoming more attuned to the impacts of habitat loss, pesticides, and invasive plants on species decline.

c. Maintain an up-to-date resource page for distribution.

d. Maintain a roster of speakers (Speakers Bureau) who would be available to make presentations to various groups when requested.

In order to implement the realignment of responsibilities formerly included in the PPO Committee, the following proposals are made to the KAWO Executive Committee:

Proposals:

A. It is proposed that the existing PPO Committee, as previously defined in the KAWO Operational Guidelines, be disbanded.

B. It is proposed that the following three committees be either created or redefined to better fulfill KAWO's mission over the foreseeable future. The basic functions of these committees are outlined in the above narrative, and those descriptions are incorporated into this proposal. The three committees are as follows:

- i. Publications Committee (new committee)
- ii. Membership Committee (functions expanded)
- iii. Outreach and Education Committee (new committee)

===== Attachment 2: Volunteer Committee could look something like this: A committee that would hold responsibility to Recruit, Support, and Communicate With All Volunteers.

1. Recruitment: This would entail a lot of positive communication to the public in regards to what the opportunities are, where and when they are happening, and what skills and tools would be helpful for the tasks. We could possibly have an entrance questionnaire of some type that would help potential volunteers to see which area they might prove most helpful, and to help the committee assign people to an area where they feel comfortable. Communication with all of the committee chairs so we have up to date information would be part of this, and then the Volunteer Committee would be responsible to make sure the information would be disseminated to the Communications Committee, or PPO. The committee chairs would then be responsible to train the volunteers, if necessary. Surveys with the purpose of recruitment would be the responsibility of the volunteer committee. The Volunteer Committee would also serve as a bridge to other organizations that could provide us with volunteers, such as the Master Gardeners events and website.

2. Support: We need to establish regular, predictable ways to be in communication with our volunteers. This could include thank you notes (paper or email), recognition in Seedlings and at our indoor programs, a once per year thank you event, etc. Gratitude will go a long way towards

retention of our volunteers.

3. Communication: The Volunteer Committee would be responsible to make sure all volunteers and potential volunteers are aware of what projects need assistance. This would be accomplished by being in communication with all committee chairs, and especially with the Communications Committee or PPO. The Volunteer Committee would keep records of all volunteers' contact information, and would supply the Communication Committee with that information in order to maintain a Volunteer List through the Mailchimp service, which will facilitate a smooth and consistent communication between volunteers, project coordinators, and the organization.